



CALIFORNIA CHIROPRACTIC ASSOCIATION

SPECIAL OFFER

for

California Chiropractic Association members



NATIONAL MERCHANT CENTER

8855 Research Drive, Irvine, CA 92618
Toll Free: 1 800 662-8448
www.nationalmerchant.com

It is a limited time offer

NATIONAL MERCHANT CENTER

is offering exclusive payment
packages to **California**
Chiropractors
Association members

Our Goals are:



- Increase revenues
- Improve productivity
- Reduce office costs
- Attract new clients



The Only Center For All Your Merchant Needs

NATIONAL MERCHANT CENTER

Two Special Offers

Business Package

- Free Gift & Loyalty Card Program (\$750 Value)
- No Set Up Costs
- Preferred Association Credit card payment processing rates with rates starting at 1.39%
- Wholesale pricing on equipment

Total Package for \$10.00 per month

Premium Package

- Business Package Benefits included
- FREE Virtual Terminal (\$240 Value)
- EFT Processing at Special Association Rates (\$240 Value)
- FREE Card Processing Terminal (\$399 Value)

Total Package for \$25.00 per month

**These packages are available for limited time*



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Why Gift / Loyalty Cards?

- Increase Revenues
 - 55% of patients spend more than card value
 - Doctor receives payment prior to service rendered
 - Attracts new patients to the office
- Great marketing tool
 - Personalized with your office information and company logo
 - Great tool to market new products and services
 - Used all year round
- Breakage – 10% - 15% of value is not used
- As a member of the association receive **FREE** gift cards. Pay only a transaction fee when the card is used



Where is the card used?

The card program is very versatile

It can be used as a promotion for a discount on your next adjustment or acupuncture treatment

Provide an incentive for existing customers to return to the office faster

Great present during the holidays or special occasions



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Virtual Terminal

No Hardware Required!

- FREE ACCESS to this Web based billing solution
 - You can access in your office or at home
- Immediately processes credit and debit cards, gift cards and EFT transactions in an integrated solution
- Association members have access to a recurring billing module... great for placing clients on a payment or collection plan. Can be used to sell packages to clients

The screenshot displays the 'ACH Automated Clearing House Console' interface. It features a sidebar with navigation links: Post Sale, Post Credit, Return List, Transaction Detail, ACH Statement, ACH Journal, Transaction Summary, Schedule Recurring Sale, and Edit Recurring Sale. The main content area is titled 'SCHEDULE Recurring Payment' and includes a warning about non-US banks. It contains three sections: 'Account Information' with fields for Account Type (dropdown), Bank Routing #, Account #, and Name on Account; 'Order Information' with fields for Description, Amount, and Reference #; and 'Schedule Information' with fields for Select Occurrence, Set Option, Start Date, and Duration. A 'Post Payment' button is at the bottom.

ON PICTURE: ACH Console inside NMC Virtual Terminal



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EFT PROCESSING

- Monthly Gateway Fee Waived
- Accept payments via phone or Internet by debiting your customer's bank account
- An additional method to collect payments
- Enable automated recurring billing from customer's bank account
- Lower your credit card processing bills by over 75%
- Improve collections and reduce trips to the bank as this solution will deposit the funds for you
- Save time invoicing and collect payments faster





MERCHANT FINANCING

Obtain working capital in less than 7 business days

Source of capital for:

1. Expansion
2. Working capital
3. Pay taxes
4. Emergency funding

Easy to Qualify

- Regardless of your credit history
- No personal guarantees, collateral or liens
- Limited paperwork
- Fast turnaround



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